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Date: 4/26/2013

GAIN Report Number: TW13015

Taiwan

Post: Taipei ATO

United Tastes of America – Asian Chef Challenge Pits Taiwan's Top Chefs Head-to-Head at Taipei Prelim

Report Categories:

Agricultural Trade Office Activities

Export Promotion Programs

Food Service - Hotel Restaurant Institutional

Market Development Reports

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Report Highlights:

On March 26, the team from Kaohsiung's "Bite 2 Eat" stood out from a star-studded field of 16 competing teams of chefs at the Taipei preliminary competition of the United Tastes of America - Asian Chef Challenge. The preliminary competition successfully engaged thirty-two competitive chefs to create over sixty unique dishes by utilizing fifteen mandatory U.S. ingredients. The related media coverage is estimated to reach hundreds of thousands of consumers.

Background

The U.S. Meat Export Federation (USMEF) is using the U.S. Department of Agriculture's Market Access Program (MAP)/Global and Broad-based Initiative (GBI) to conduct an Asian regional chef competition targeting four key markets, including Taiwan, Hong Kong, Japan and China. The project aims to promote a broad range of U.S. agricultural products among the food service sectors and consumers in these markets. The project has strong support from the Agricultural Trade Offices in Taipei, Hong Kong, Tokyo and Shanghai and is co-sponsored by many U.S. agricultural producer associations, including the Alaska Seafood Marketing Institute, the California Agricultural Export Council, the California Fig Advisory Board, the California Milk Advisory Board, the California Walnut Commission, the California Raisin Administrative Committee, the Ginseng Board of Wisconsin, the Idaho Potato Commission, Sunkist Growers, Inc., the USA Poultry & Egg Export Council, the U.S. Dairy Export Council, the U.S. High-bush Blueberry Council, the USA Rice Federation, the Pear Bureau Northwest, and the Cranberry Marketing Committee.

Summary



Director Davis Wu of U.S. Meat Export Federation in Taiwan Presented Trophy to Champion Chefs from "Bite 2 Eat"

On March 26, the team from Kaohsiung's "Bite 2 Eat" stood out from a star-studded field of 16 competing teams of chefs at the Taiwan preliminary competition of the United Tastes of America - Asian Chef Challenge, which was held at Taipei's Kaiping Culinary School. The "Bite 2 Eat" team will face off against the other winning chefs from Tokyo, Shanghai, and Hong Kong at the grand finale at the USA Pavilion during the Taipei International Food Show in June 2013. The winning team will be invited to attend Worlds of Flavor International Conference & Festival at The Culinary Institute of America, Napa Valley.

The Taipei's preliminary competition successfully engaged thirty-two competitive chefs from renowned hotels, restaurants, and culinary institutes across Taiwan, including Ambassador Hotel Taipei, Bite 2 Eat, Crescent Phoenix Hospitality Group, Fresh Aged, Fortune University, Grand Hotel, Grand Hi-Lai, Grand Hyatt, Kaiping Culinary School, Palais de Chine, Regent Taipei, Sherwood, Shin Yeh Restaurants, Sowieso, and the Taiwan Chefs Association - Young Chefs Club. In addition to the championship award for "Bite 2 Eat", the award for the Best Appetizer went to the team from Shin Yeh Restaurant, the Best Soup award went to the Kaiping Culinary School team, the award for the Best Main course went to the chefs from Sherwood Hotel Taipei, and the Best Dessert award went to the team



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from the Grand Hotel.



As the purpose of this competition is to familiarize the chefs with U.S. ingredients, the chefs were required to fully utilize an assortment of mandatory high-quality U.S. ingredients with limited common ingredients to come up with a creative four-course menu. The list of mandatory ingredients included U.S. rib eye beef, U.S. Boston butt pork, U.S. chicken drumsticks, California walnuts, U.S. pears, Sunkist oranges, Sunkist lemons, U.S. frozen blueberries, Monterey Jack cheese, California cream cheese,

California purple black raisins, Wisconsin ginseng roots, medium grain rice, Idaho's dehydrated mashed potatoes, and the U.S. dried cranberries.

The challenge has pushed chefs' professional boundaries with curious ingredients and unexpected combinations, resulting many surprisingly creative dishes. "Wisconsin ginseng is strange to us. But we figured it out by applying it into the cream-based cauliflower soup. So it wouldn't overpower the whole dish but would develop an aftertaste of ginseng's unique, subtle sweetness," commented by the winning chef from Bite 2 Eat. Other chefs also recognized this competition that it provided a fantastic opportunity for them to demonstrate their culinary skills and to know more deeply about various U.S. ingredients all at once.



In addition to building a strong presence for the U.S. agricultural products in the foodservice industry, this chef competition has explored many rising stars for all Cooperators to cultivate long-term relationship.

Menu Created by Champion Chef Team "Bite 2 Eat"

Appetizer: Seared U.S. Rib Eye Carpaccio, California Caramel Walnuts, Sunkist Lemon and Orange Jelly, Red Wine Vinegar With Olive Oil, Crispy Chips, Mix Vegetables



Soup: Cream of Cauliflower, Wisconsin Ginseng Root and U.S. Medium Grain Rice Soup with U.S. Monterey Jack Cheese and U.S. Chicken Drumstick Dumpling



Main Course: Slow Braised U.S. Boston Butt Pork served with Idaho Dehydrated Mashed Potato, Red Wine Sauce and Stewed Washington Pear, California Purple Black Raisin, Stir-fried Red & Yellow Pepper, Stir-fried Green Bean and Stir-fried Leek and Italian Parsley Chips



Dessert: Caramel Sunkist Lemon and U.S. Cream Cheese Mousse served with Red Wine U.S. Cranberry Sauce and Sunkist Orange Jelly Tiles with Mango Sauce



Media Coverage

The competition has generated ten pieces of TV media coverage and a handful of Internet and print media reports. As a lot of the TV news was broadcast at prime time, it is estimated the news of this event with coverage of various U.S. agricultural products has reached hundreds of thousands of Taiwan consumers. The media value is estimated at least US\$95,000.

To provide some references for your understanding about this competition, ATO Taipei has uploaded some TV media coverage to Youtube:

- http://www.youtube.com/watch?v=v3DjCo1wuaU&feature=player_embedded
- http://www.youtube.com/watch?v=JoTDqasKhXo&feature=player_embedded

- http://www.youtube.com/watch?v=swdlg_rOVOQ&feature=player_embedded

- List of TV Media Coverage: (Total Duration: 930 secs)

NO.	Date	Headline	TV-Channel	TV-Program	Time	Sec
1	2013/3/26	Five-star hotel chefs and famous Taiwan-cuisine chefs fight for eligibility for an int'l grand finale	CTV	1200 Noon News	12:24:23	69
2	2013/3/26	Asian Chef Competition - Five-star hotel chefs faced off against famous Taiwan-cuisine chefs	CTS	1900 Nightline	19:29:21	97
3	2013/3/26	Chef Competition - Restaurant chefs and culinary school teachers went head-to-head for Top Chef title	SETN	1800 Evening News	18:27:01	105
4	2013/3/26	Competition among celebrity chefs for the title of Top Chef!	CTITV	1300 Noon News	13:57:33	19
5	2013/3/26	Five-star hotels compete for Top Chef title	ERA	1200 Noon News	12:48:14	114
6	2013/3/26	Attracted by annual salary of NT\$1 million, a female college graduate switches career to be a chef	EBC	1900 Evening News	19:04:25	118
7	2013/3/26	Attracted by annual salary of NT\$1 million, a female college graduate switches career to be a chef	ETTV	2100 Prime Time	21:48:31	123
8	2013/3/26	Chef Competition - Five-star hotel chefs demonstrate their culinary skills	GTV	1200 Noon News	12:36:06	87
9	2013/3/27	AIT hosts a chef competition - U.S. pork and beef are mandatory ingredients	Public TV	1200 Noon News	12:41:16	96
10	2013/3/27	AIT's first-ever chef competition! Grand Prize worth NT\$300 thousand to promote U.S. pork and beef	NTV (Apple)	1000 Breaking News	10:37:05	102

- Other Media Coverage:

Media	Date	Headline	Weblink
CTS on-line	2013/3/27	Bite-2-Eat Stood out from Asian Chef Competition	http://news.cts.com.tw/cts/general/201303/201303271215984.html
NTV on-line	2013/3/27	AIT's first-ever chef competition! Grand prize worth NT\$300 thousand to promote U.S. pork and beef	http://ppt.cc/1lr-

CNA	2013/3/30	The chef will represent Taiwan to compete at the Asian Top Chef competition	http://ppt.cc/e~UH
IDN News on-line	2013/3/30	Kaohsiung's Bite-2-Eat Won Championship at United Tastes of America - Asian Chef Challenge's Prelim Competition	http://ppt.cc/~0bJ
Pc home on-line	2013/3/26	The champion of United Tastes of America - Asian Chef Challenge's Taipei Prelim is ready to compete with chefs from Shanghai, Hong Kong, Tokyo for the final championship at the finale	http://mypaper.pchome.com.tw/qilan2012/post/1324180186
CNYE S	2013/3/26	Bite-2-Eat Stood out from Asian Chef Competition	http://www.cnyes.com/life/Content/20130326/KH6RJ5LOHS6K.shtml?c=life
TAIPEI TIMES	2013/4/6	A Taste of America	http://www.taipeitimes.com/News/feat/archives/2013/04/06/2003558907/1